

Farm & Market Report

Massachusetts Department of Food and Agriculture

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June 2000

Buy Berkshire Grown Campaign Announces Farm Guide, Website

The Berkshire Regional Food and Land Council has published a comprehensive farm guide, steering consumers to over 60 local farms and farmers markets, producing a wide variety of farm products, including vegetables, meat and poultry, cheese, milk, fruit, maple syrup and more.

The guide will be widely distributed through local newspapers, Chambers and local organizations.

The site, www.berkshiregrown.com, will launch during the first week in July and will focus on the benefits of buying local. More than 80 farms and 65 restaurants and stores who are working together to bring consumers high-quality locally grown and produced foods will be highlighted. The user-friendly site lists farms and farm-friendly retail businesses, mostly restaurants, by town, so that consumers know where to buy fresh, local foods and support their local farms. ■

DFA Moves to New Headquarters

Effective June 19, the Massachusetts Department of Food and Agriculture main office will be located at:

**251 Causeway Street, Suite 500,
Boston, MA 02114.**

Our phone numbers and e-mail addresses will remain the same. Please be advised that phone, voice mail and e-mail service may be interrupted during the move June 15-20.

Bureau of Land Use staff will continue to be located in our Central Mass. office in Lancaster.

Be a Local Hero Campaign Celebrates 2nd Year of Promoting Local Products

Community Involved in Sustaining Agriculture (CISA) will soon kick off its second year of the "Be a Local Hero, Buy Locally Grown" advertising campaign. The campaign helps consumers identify local products by looking for the "Be a Local Hero" logo in grocery stores or buying directly from local farmstands or farmers markets.

This year the campaign will expand into Hampden County and one of the first projects will be the printing and distribution of a Hampden County Farm Products Guide that will be available toward the end of June.

The goal of the "Be a Local Hero" campaign is to strengthen the link between local farmers and western Massachusetts consumers by highlighting all locally grown agricultural products that are available to consumers through their neighborhood grocer or supermarket, as well as at farmstands and farmers markets. Some of the products included in the campaign are maple syrup, fresh produce, livestock and forestry products.

For more information about CISA's "Buy Local" agriculture campaign, contact Michael Abbate, Marketing Director at 413-559-5338. ■

Farm Fact

A total of 29 percent of U.S. farms now have Internet access, compared with 13 percent in 1997. A total of 47 percent of farms have access to a computer, up from 38 percent in 1997. Farms using computers for their farm business increased from 20 percent in 1997 to 24 percent in 1999.

Source: *New England Agricultural Statistics*

Senate Passes Amendment to Remove Mass. from Dairy Compact

The Massachusetts Senate passed its version of the State's fiscal year 2001 budget with language that would withdraw Massachusetts from the Northeast Interstate Dairy Compact. In lieu of the Compact, the Senate's budget appropriated \$3 million to be used to support dairy farms in Massachusetts. Additionally, the Senate budget establishes a study committee to examine how best to preserve Massachusetts dairy farms.

A coalition of Senators attempted to block these portions of the budget in an unprecedented one hour and forty minute debate on the Compact. Led by Senator Marc Pacheco (D-Taunton), supporters of the Compact vigorously debated opponents with the facts while opponents stood for protecting the profits of Dallas-based Suiza Foods Corp. Compact opponents narrowly defeated the supporters by a 22-17 vote.

Massachusetts dairy farmers, legislators, Farm Bureau and MDFA staff, and a cow named Suzie staged a rally in support of the Compact in front of the State House on May 22. The event was widely covered by the media.

The budget passed by the House of Representatives has no language on the Dairy Compact. The next step in the budget process is for a House and Senate conference committee to iron out the differences between the two budgets. As of this printing, conference debate had not yet begun.

Governor Paul Cellucci vowed to veto the withdrawal language if its in the final budget. If the 22-17 vote holds in the Senate, those opposed to the Compact would be unable to override the Governor's veto. ■



This publication is available in alternate formats upon request and on the World Wide Web at www.massgrown.org.



Commissioner's Column

A Hammer and Tongs War Over the Dairy Compact

by Jonathan L. Healy

The national dairy processing industry is, once again, trying to have the Massachusetts Legislature reverse their position and throw out the Northeast Interstate Dairy Compact. They have hired hundreds of thousands of dollars worth of lobbyists and spinmeisters to kill the compact. Their message is simple: Why should Massachusetts consumers send a lot of money out of the Commonwealth when so little comes back to our local dairy farmers?

The Massachusetts Senate narrowly supported this simplistic campaign and recently voted 22-17, in an outside section of the Senate budget, to have Massachusetts leave the compact. The compact provision must survive a conference committee report and then be signed by the Governor, who has stated he will veto the compact proposal.

This is a hammer and tongs war between big, multi-national, well-heeled processors and the little guys, our dairy farmers. It is interesting to me that the Senate leadership that is trying to squash our dairy farmers (who make only \$4.25 per hour, even with the compact) have no problem advocating for poor folks in the cities who need a minimum wage of over \$6 per hour.

The urban senators who support this proposal don't seem to know how important the over 100,000 acres of dairyland open space is to our Massachusetts and NewEngland quality of life. They don't hesitate, however, to talk about how important the Big Dig, the Patriots, the convention center, the Celtics, and the Red Sox are to our whole state. They should shed their urban parochialism and support our rural land base for the same reason some of us support urban economic development in Boston.

Tourists come from around the world to see Boston but they also come to see our New England region, which is still dotted with 1.4 million acres of land associated with dairy farming.

This issue will probably be resolved by the end of the month or early July. I'm cautiously optimistic that the Governor's veto will be supported in the Legislature. We have a lot of senators and representatives who understand the importance of the dairy compact in saving consumers money, preserving valuable open space, and creating important rural economic development and jobs.

Farm City Connections

School Gardens Humming with Activity

The UMass Extension school survey conducted this spring by Will Snyder is providing an exciting overview of a variety of garden projects well underway and others in the early planning stages. Students from elementary to high school who are learning to plant and grow are also gleaning fundamentals about agriculture in Massachusetts. Here are two examples.

The Estabrook School in Lexington (grades k to 5) will finish construction this month of a 16 x 24-foot greenhouse on the school grounds. A committee of volunteers has been diligent in obtaining a National Science award and gifts totaling \$32,000. More monies are needed to complete the greenhouse which will be large enough to hold a full class and as many as 1000 plants.

Retired principal David Horton has been very instrumental in launching the program.

The project is staff generated and the greenhouse will be a unique place for hands-on inquiry-based science. It will be an innovative resource for implementing the state's educational frameworks with a particular emphasis on the life sciences. Every curriculum area will benefit: science, math, language arts, social studies and art and economics.

The Charles G. Harrington School in Cambridge (k - 8) has an outdoor garden project in a courtyard of the school building where various classes cultivate small garden plots, each with a theme or crop of the students' choice. The outdoor garden also has various large fruit trees and shrubs and a small shed where volunteer Maria Rader keeps tabs on gardening activities.

Second grade teacher Jamillah Bakr is involved with the indoor gardening projects. Fifteen classes have grow-lights which are constructed by the classes and teachers.

Every grade level, from kindergarten to eighth, is involved in some aspect of the garden project. The school is linking the class work to the science and technology curriculum frameworks. Their resources include the Cambridge School Department science kits and

the National Gardening Association/GrowLab. There has been help from parents, local garden groups and the City parks and grounds staff, but no assistance from local nurseries. The school is also seeking funding for field trips to local farms and gardens.

If you would like to be of assistance to these or other school garden projects across the state, please give me a call: Janet Christensen, 617-626-1735, or email to jchristensen@state.ma.us - and thanks! ■

Farmers Market News

Markets Still Need Farmers

The following farmers' markets are seeking vendors. Please call the contacts below for more information. For general information on Massachusetts farmers' markets, call David Webber, MDFA, 617-626-1754.

AUBURN: Rtes 12 & 20, starting July 11. Contact Andy O'Keefe, 800-448-0045.

BREWSTER: Wednesdays and Sundays, 9am til 2pm, open June 21; seeking all growers, farm products (jams, vinegars, honey, syrup, baked goods, etc) plus farm/garden related crafts. Contact Stephan Brown, 508-896-5900.

SAUGUS: Tuesdays, 10:00 am - 3:00 pm. Contact Peter Rossetti or Jean Davios at 781-231-4142.

SHREWSBURY: Rte. 9, starting July 13. Contact Andy O'Keefe, 800-448-0045. ■

Farm & Market Report Monthly

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2000-01 Branded Program Announced

New opportunities in the Market Access Program have been announced. Participants are eligible to receive 50 percent cost reimbursement for a wide variety of activities.

For example, half of costs for participation in some US trade shows with international buyers in attendance can be reimbursed for companies new to the show or who haven't participated in the past three years. Half the costs of plates and a year's supply of labels designed for a foreign market can be reimbursed.

And half the cost of travel to international shows for exhibiting companies can be reimbursed. In addition, advertising, marketing materials, in-store demonstrations and other promotional costs are eligible.

There is a new on-line Internet application. Complete and submit the on-line "FY2000 - 2001 Branded Program Pre-Qualification Worksheet," which is accessible at <http://www.foodexportusa.org>. Once on the home page, click on the "Branded Program" icon and scroll down to the link to the Pre-Qualification Worksheet. For more information, call Bonita Oehlke, MDFA, 617-626-1753. ■

New Study and Seminar Program Reveals Export Opportunities for Northeast Nurseries

Exporting makes good business sense, even in today's market when most nurseries are struggling to keep up with booming demand here at home. Foreign markets open possibilities to move over-supplies of plants or sell varieties that are no longer popular in the USA, but may still be in demand overseas. More than simply increasing sales, opportunities also include obtaining new plant cultivars for the U.S. market or learning about new production technology.

These are a few of the findings from a new study, titled "Export Potential for Northeast U.S. Nursery Products: The Netherlands and Japan." The report was recently released by Food Export USA Northeast, a nonprofit organization which promotes exports of agricultural products from ten Northeast states.

The report is designed to assist nurseries evaluate the opportunities, under-

Specialty Foods Educational Seminar Planned

"The Development, Design and Marketing of Value-added Farm Products and Specialty Food Products" - an educational seminar - will be held Thursday, June 29, 9:30 to 2:00 pm, at Jimmy's Harborside Restaurant, Boston.

The program includes: "Ten basic steps to building your business in the natural and specialty food trade" by Jim McCool, Director of Sales and Marketing, Grey Owl Foods; "From kitchen to commercialization - keeping your specialty product special" by Luther Leak, Ph.D., Scientific Creativity; "Creating brand, image and identity" slide show and presentation by Mark Favermann, President, Favermann Design; and "Product design, development and marketing for the new millennium" by Robert Willis, President, Restaurant Products Group.

Special Guests will include the China Gourmet and Novelty Foods Team, composed of nine supermarket and specialty food store buyers from Shanghai, Guangzhou, and Shenzhen. Participants are encouraged to bring product samples for display.

The cost is \$35 and includes lunch. For a program or if you have questions call Bonita Oehlke 617-626-1753. ■

stand the key foreign markets of the Netherlands' and Japan, manage phytosanitary regulations and develop export strategies. The 126-page report is free to nurseries in the Food Export USA Northeast region, which includes Massachusetts.

Nursery operators may also learn about the project and research findings by attending one of the regional seminars or meetings. Kristin McGrath, of TradeWorks, Inc., who was commissioned to complete the research for Food Export USA Northeast, will speak at the Mass. Nursery and Landscape Association's Summer Meeting & Trade Show (MNLA), in Boylston, MA on July 26.

For more information or to meet with Kristin, contact Bonita Oehlke at 617-626-1753, fax: 617-626-1850 or Bonita.Oehlke@state.ma.us.

CLASSIFIEDS

For sale: wirebound bu bean crates & veggie greens crates, 1/2 bu wax boxes. 413-549-5684.

LABELS. Lowest prices, custom printed. Any size, shape, & quantity. Your product will sell faster w/the perfect label on it. Call Michael Langley 508-634-2040 at Kokua Printing/Packaging.

For sale: IH1190 9ft mower/condit., good cond. \$2500; Duetz Fahr 4 rtr tedder \$1500; Pittsburgh 3 btm trip beam plow \$600. Village Power Equip., Berlin, MA 978-838-2484.

Wanted: ssales person for selling at the Boston area farmers' markets. Call 508-636-6230 after 7:00 pm or fax anytime 508-636-6230.

Injection molded flats. Half flats - lg & med. size, all types of carriers available. Wielock Plastics, Dudley, MA, 508-943-5366.

Old NE favorites, flavorful, whlsm & all natural. High qual. red pepper & corn relishes, jams, jellies, & apple sauce at affrbl prices. Grt for gift baskets. Couuts Specialty Foods, 978-263-2952.

Custom farm work: excavating, grading, preparing fields, drainage. 978-422-0442.

Worcester farmers' markets: .7 mil plastic bags for sale. \$18.50 per 1000. That's less thn whlsl. Pick up in Worc. Call Andy 800-448-0045.

For sale: 4 well started weaned white faced calves \$250 ea. Herrick Farm, Rowley, 978-948-2083.

Corn silage. Good quality. 413-772-0790.

Pot pies: chicken, pork, turkey; guaranteed finest quality avail. Including desserts. Call for samples, 401-862-2525.

Four 3" Ireco Irr. valves \$140, 8' non-slip truck bed mat \$50. Side dresser for JD "M" \$250, 66" bckt \$150. JD fabric trctr cab \$75, Tobacco string bnch. Lg wdn cabinet, 2 trctr tires 13.6x38 & 13.9x36, 36" Plymouth whl rim, bdg sash, wgn wheels, wgn hitches, whlbrws, stump puller. 860-627-5177

Providing business & family financial planning for privately-held food & ag. operations in NE. Woody Pratt, Sherwood Consultants 617-232-8818 or spratt@quik.com.

Wanted to Buy-Orchard Sprayer, airblast on 3pth, 100 gal. Call Anthony at 603 242 6417 or email blueberry@monad.net.

Sweat your rent. 3 rm apt avail. Sept 1 in exchn for hlp w/horses, orchard, grounds, & gen. maint. Lvlly rural setting 15 min. from Amherst. Poss. pd wrk Mar-Oct. 413-259-1468.

For Sale: used apple bins (15 bu) - \$25ea Echo Hill Orchards, Monson, MA 413-267-3303

Wildcat Compost turner for up to 14" windrows. Requires 100 PTO HP at 1/3mph, \$3,500 obo Must sell. 508-226-3734, farmlife@aol.com

FOR SALE: Kabota 1987 5200 4WD, 13 hp, front weights, roll frame, 168 hours from new. \$3,700 FOB Troy NH call Anthony 603 242 6417 or email blueberry@monad.net

DEADLINE for the next issue of the *Farm & Market Report* will be June 30.

How to Place a Classified Ad

Classified ads are accepted free-of-charge on a first-come basis only. Limit: 25 words. Be sure to include a phone number. No display ads will be accepted. Only one listing per issue unless space permits. Ads may run in consecutive issues, space permitting, providing we are notified before the deadline for each issue.

Ads must be of interest to Massachusetts farmers. The Mass. Dept. of Food and Agriculture reserves the right to refuse any listing it deems inappropriate for publication.

Send typewritten or neatly printed copy to: Farm & Market Report, Mass. Dept. of Food and Agriculture, 251 Causeway St., Suite 500, Boston, MA 02114, fax: 617-626-1850, dbaedeker@state.ma.us or call 617-626-1752.

Summer Twilight Meetings Set

Here are the dates for the 2000 Twilight Meeting Series sponsored by UMass Extension Vegetable Team, Massachusetts Association of Roadside Stands, and the Department of Food and Agriculture. Meetings are held in the evenings.

- Monday, June 26. Amato Farm, Upton, MA.
- Monday July 17. Ioka Valley Farm in Hancock, MA.
- Monday, July 24, 2000. Parlee Farms in Tyngsboro, MA.
- Tuesday, August 15, 2000. Sakonnet Vineyards, in Little Compton, Rhode Island.
- Monday August 21. Brookfield Farm, Amherst, MA.
- Friday, September 8, Bartlett Farm Bartlett Farm, Nantucket, MA.

For details, call Frank Mangan, UMass Extension, 978 422-6374 or Rick Leblanc, MDFA, 508-792-7712. ■

Don't Forget to Enter 2001 Mass. Ag. Photo Contest

The deadline for the second annual Seasons of Massachusetts Agriculture photo contest is July 1st. Thirteen photos depicting Bay State agriculture through the seasons will be chosen and published in a 2001 calendar.

For more information, call Rick Leblanc, MDFA, 508-792-7712.

Calendar

- ◆ June 24 & 25 **Heifer Project International Fair**, 11:00 - 6:00 pm, 216 Wachusett St. Rutland, MA. For more information, call Pat Stanley, 508-886-2221.
- ◆ June 29 **The Development, Design and Marketing of Value-added Farm Products and Specialty Food Products** - an educational seminar, 9:30 to 2:00 pm, at Jimmy's Harborside Restaurant, Boston. Contact Bonita Oehlke, 617-626-1753.
- ◆ July 9-11 **International Summer Fancy Food Show** at the Jacob Javits Center, New York City. For more information, contact Bonita Oehlke, 617-626-1753.
- ◆ July 21-29 **Barnstable County Fair**, East Falmouth. Call 508-563-3200.
- ◆ July 26 **Massachusetts Nursery and Landscape Association's Summer Meeting & Trade Show**, in Boylston, MA. Contact Rena Sumner, MNLA, 413-369-4731.
- ◆ August 4-6 **Adams Fair**, Bowe Field, Adams. Call 413-663-3977, e-mail aggifair@ben.net or visit www.ben.net/aggifair.
- ◆ August 11-13 **Northeast Organic Farming Association 26th Annual Summer Conference** at Hampshire College Amherst, Mass. Call Elaine Peterson at 978-928-4707, hhollow@banet.net, or Julie Rawson or Jack Kittredge at 978-355-2853, jackkitt@aol.com.
- ◆ August 18-27 **Marshfield Fair**, Rte. 3A, Marshfield. Call 781-834-6629.
- ◆ August 24-27 **Cummington Fair**, Fairgrounds Road, Cummington. Call 413-238-7724.
- ◆ August 25-26 **5th Annual Massachusetts Marketplace** at Elm Bank Reservation, Dover. Sponsored by MDFA and the Massachusetts Horticultural Society. Contact Bonita Oehlke, MDFA, 617-626-1753 for information on exhibiting.
- ◆ Aug. 31- Sept. 4 **Northampton Fair**, Bridge St., Northampton. Call 413-584-2237, ext. 112.
- ◆ September 1-4 **Spencer Fair**, Smithville Rd., Spencer. Call 508-867-6877 or visit www.spencerfair.org.
- ◆ September 7-10 **Franklin County Fair**, Wisdom Way, Greenfield. Call 413-774-4282 or visit www.fcas.com.
- ◆ Sept. 15 - Oct. 1 **Eastern States Exposition**, West Springfield. Call 413-737-2443, e-mail info@thebig.com or visit www.thebig.com.

2000 Mass. Agricultural Fairs Listing Now Available

Several the Bay State's major agricultural fairs are listed in the calendar above. For a complete listing of major, community, youth, livestock and Grange fairs, request your copy of the *Massachusetts Agricultural Fairs, 2000* directory, published by MDFA's Bureau of Fairs, by calling Steve Quinn at 617-626-1740.

6/00

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